



POP Tracking  
Workbook

# PLANNING & PROJECT



**PROJECT NAME:**

**KEY NUMBER:**

For existing projects, check project folder(s) to determine if a workbook has already been started during a previous project phase. When starting a new workbook, save out the PDF into the project folder BEFORE filling in fields. Use the PDF version to record project information.

Information filled in through a web browser will not be recorded and cannot be saved.

## POP STEPS



### SELECTING YOUR TRACK

The first step is determining what category your transportation impact best fits. Five “tracks” have been developed to catch all potential transportation impacts in Idaho.



### CHECKING YOUR POP LEVEL

Knowing your POP Score, a corresponding level of need can be determined by referencing the POP Level Typical Descriptions. This page describes common attributes of transportation impacts for each track, at each POP Level.



### PROJECT DESCRIPTIONS

Knowing your POP Score, a corresponding level of need can be determined by referencing the [POP Level Typical Descriptions](#). This page describes common attributes of transportation impacts for each track, at each POP Level.



### PRINT

Save your completed questions/answers to a PDF in the appropriate project folder for future reference.



### BUDGETING

Once the outreach level is determined, the [Budget Estimates page](#) provides a framework for approximate budgets that a contractor or third-party public involvement and communication support may propose, for each track and POP Level. This page also provides estimated direct expense associated with public involvement tools, with or without third-party support.

### STAFFING & TOOLS

You know your POP level and you have an estimate of how much public outreach might cost, but how do you actually conduct the outreach? For each track and POP Level, the [Staffing & Tools page](#) provides customized lists of recommended staff to involve and possible tools and techniques that when done right, have proved successful at effectively involving the public.



### POP LEVEL REFERENCE GUIDES

[The POP Level Reference Guides](#) provide comprehensive information on public involvement requirements, including definitions, descriptions and examples of tools and techniques. Reference guides pull the relevant information from the [ITD Guide to Public Involvement](#) and collect it in customized reference guides for each POP Level.



### POP TRACKING WORKBOOK

[The POP Tracking Workbook](#) is designed to help project teams track and document public involvement throughout the life of a project.

## → Instructions for POP Tracking Workbook:

1. This POP Tracking Workbook is designed to help project teams track and document public involvement throughout the life of a project. This workbook asks specific questions about your project to help current and future projects teams:
  - Easily locate and reference relevant files, documents and collateral
  - Understand project history, trends and public opinions and attitudes

This Workbook is different than the POP Level Reference Guides. The POP Level Reference Guides provide comprehensive information on public involvement requirements, including definitions, descriptions and examples of tools and techniques. Reference guides pull the relevant information from the ITD Guide to Public Involvement and collect it in customized reference guides for each POP Level.

2. One POP Tracking Workbook should be used for the life of a project (from Corridor Planning through Construction). Be sure to check project folders from past phases to determine if a Workbook has been started for your project.
3. Visit this workbook regularly with your team throughout the project, noting the following as they occur:
  - Changes in your POP Score
  - Added team members
  - Addition of major stakeholders
  - Right-of-way impacts
  - Major events and milestones that influenced public involvement, including controversies and successes
  - Analysis of tools and techniques that worked/failed

Save  
Now!

**ALWAYS REMEMBER TO RESAVE YOUR WORKBOOK BEFORE EXITING**

Save  
Now!

4. If you are working on a Non-Construction Roadway Impacts POP or an Emergency / Disaster POP, please visit [the Workbook page](#) to download the appropriate workbook.
5. Continually save and update the following documents in your project folder:
  - This workbook
  - Completed POP questions
  - Appropriate POP Level Reference Guides
  - Other materials: brochures, advertisements, display boards, press releases, photos, graphics, etc.



## CORRIDOR PLANNING TRACKING WORKSHEET

**PROJECT MANAGER:**

**PROJECT SPONSOR:**

**PROJECT TEAM MEMBERS:**

**DATE WORKSHEET STARTED:**

**PROJECT FILE LOCATION:**

**GENERAL PROJECT DESCRIPTION:**

1. What project team members participated in the Corridor Planning POP Worksheet?
2. How many times during the course of the study did you complete the POP Worksheet? Please include dates and POP scores.
3. If you completed the worksheet more than once, and your score changed, why?
4. Did you hire a third-party consultant for public involvement? If Yes, who and what was the contract amount?
5. List any other consultants working on this phase.



6. What government/elected officials do you believe will have interest in this study?

7. What agencies do you believe will have interest in this study?

8. Are there any other major stakeholders in the study area?

9. How have stakeholders in the study area reacted to past transportation projects?

10. Select appropriate outreach methods.

→ TYPICAL LEVEL 1 TOOLS

Agency/municipal notification

Letter to key stakeholders

Other:

→ TYPICAL LEVEL 2 TOOLS

Agency/municipal notification  
Letters to key stakeholders  
Fliers

Social media  
District projects website posting

Other:

→ TYPICAL LEVEL 3 TOOLS

Agency/municipal coordination  
Stakeholder interviews  
Fliers  
Newsletters (paper and electronic)  
Public meeting/hearing  
Environmental justice outreach

Legal notices/notice of availability  
Community Advisory Committee  
Facilitated decision-making  
Special interest group outreach  
Media relations

Social media  
District projects website posting  
Online surveying  
Other:



→ TYPICAL LEVEL 4 TOOLS

Agency/municipal coordination  
 Stakeholder interviews  
 Fliers  
 Brochure  
 Newsletters (paper and electronic)  
 Open house/hearing  
 Environmental justice outreach  
 Legal notices/notice of availability

Community Advisory Committee  
 Facilitated decision-making  
 Special interest group outreach  
 Media relations  
 District projects website posting  
 Social media  
 Online surveying  
 Site tour

Paid advertising  
 Online open house  
 Neighborhood association outreach  
 Partnering workshops  
 Pre-project conflict assessment  
 Focus groups  
 Other:

→ TYPICAL LEVEL 5 TOOLS

Stakeholder interviews  
 Fliers  
 Brochure  
 Newsletters (electronic and paper)  
 Open house/hearing  
 Environmental justice outreach  
 Community Advisory Committee  
 Legal notices/notice of availability

Facilitated decision-making  
 Special interest group outreach  
 Media relations  
 District projects website posting  
 Social media  
 Online surveying  
 Site tour  
 Paid advertising  
 Video/animation

Online open house  
 Neighborhood association outreach  
 Partnering workshops  
 Process evaluation  
 Policy-level problem solving  
 Pre-project conflict assessment  
 Focus groups  
 Other:

11. Which methods were more effective than others? Why?

12. Other notes:



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## ENVIRONMENTAL TRACKING WORKSHEET

**PROJECT MANAGER:**

**PROJECT SPONSOR:**

**PROJECT TEAM MEMBERS:**

**DATE WORKSHEET STARTED:**

**PROJECT FILE LOCATION:**

**GENERAL PROJECT DESCRIPTION:**

1. What project team members participated in the Environmental POP Worksheet?
2. How many times during the course of the environmental document did you complete the POP Worksheet? Please include dates and POP score.
3. If you completed the worksheet more than once, and your score changed, why?
4. Did you hire a third-party consultant for public involvement? If Yes, who and what was the contract amount?
5. List any other consultants working on this phase.



6. What government/elected officials do you believe will have interest in this project?

7. What agencies do you believe will have interest in this project?

8. Are there any other major stakeholders in the project area?

9. Describe specific environmental issues that may cause controversy with this project.

10. Describe any right of way impacts associated with this project.

11. Select appropriate outreach methods.

→ TYPICAL LEVEL 1 TOOLS

Agency/municipal notification

Letter to key stakeholders

Other:

→ TYPICAL LEVEL 2 TOOLS

Agency/municipal notification  
Letters to key stakeholders  
Fliers

Social media  
District projects website posting

Other:

→ TYPICAL LEVEL 3 TOOLS

Agency/municipal coordination  
Stakeholder interviews  
Fliers  
Newsletters (paper and electronic)  
Public meeting/hearing  
Environmental justice outreach

Legal notices/notice of availability  
Community Advisory Committee  
Facilitated decision-making  
Special interest group outreach  
Media relations  
Social media

District projects website posting  
Online surveying  
Other:



→ TYPICAL LEVEL 4 TOOLS

Agency/municipal coordination  
 Stakeholder interviews  
 Fliers  
 Brochure  
 Newsletters (paper and electronic)  
 Open house/hearing  
 Environmental justice outreach  
 Legal notices/notice of availability

Community Advisory Committee  
 Facilitated decision-making  
 Special interest group outreach  
 Media relations  
 District projects website posting  
 Social media  
 Online surveying  
 Site tour

Paid advertising  
 Online open house  
 Neighborhood association outreach  
 Partnering workshops  
 Pre-project conflict assessment  
 Focus groups  
 Other:

→ TYPICAL LEVEL 5 TOOLS

Stakeholder interviews  
 Fliers  
 Brochure  
 Newsletters (electronic and paper)  
 Open house/hearing  
 Environmental justice outreach  
 Community Advisory Committee  
 Legal notices/notice of availability

Facilitated decision-making  
 Special interest group outreach  
 Media relations  
 District projects website posting  
 Social media  
 Online surveying  
 Site tour  
 Paid advertising  
 Video/animation

Online open house  
 Neighborhood association outreach  
 Partnering workshops  
 Process evaluation  
 Policy-level problem solving  
 Pre-project conflict assessment  
 Focus groups  
 Other:

12. Which outreach methods were more effective than others? Why?

13. Other notes:



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## DESIGN TRACKING WORKSHEET

**PROJECT MANAGER:**

**PROJECT SPONSOR:**

**PROJECT TEAM MEMBERS:**

**DATE WORKSHEET STARTED:**

**PROJECT FILE LOCATION:**

**GENERAL PROJECT DESCRIPTION:**

1. What project team members participated in the Design POP Worksheet?
2. How many times during the course of the design did you complete the POP Worksheet? Please include dates and POP score.
3. If you completed the worksheet more than once, and your score changed, why?
4. Did you hire a third-party consultant for public involvement? If Yes, who and what was the contract amount?
5. List any other consultants working on this phase.



6. What government/elected officials do you believe will have interest in the design of this project?

7. What agencies do you believe will have interest in this project?

8. Describe any right of way impacts associated with this project.

9. Are there any other major stakeholders in the project area?

10. Describe specific design issues that may cause controversy with this project.

11. How have stakeholders in the project area reacted to past transportation projects?

12. Select appropriate outreach methods.

→ TYPICAL LEVEL 1 TOOLS

News release

Continued key agency/  
stakeholder coordination

Other:

→ TYPICAL LEVEL 2 TOOLS

News release

Continued key agency/  
stakeholder coordination

Other:

→ TYPICAL LEVEL 3 TOOLS

Continued key agency/stakeholder  
coordination

Newsletters (paper and  
electronic)

School district/busing  
coordination

Community Advisory  
Committee

Social media updates

Other:

District projects website  
posting

EMS contacts



→ TYPICAL LEVEL 4 TOOLS

Continued key agency/  
stakeholder coordination  
District projects website  
posting  
Newsletters (paper and  
electronic)  
Site tour

Right-of-way process  
support  
Social media updates  
School district/busing  
coordination  
Community Advisory  
Committee  
Civic organization/senior center  
outreach

Chamber of Commerce/City  
Council outreach  
Other:

→ TYPICAL LEVEL 5 TOOLS

Continued agency and  
stakeholder coordination  
District projects website  
posting  
Newsletters (electronic and  
paper)  
Social media updates  
Site tour

School district/busing  
coordination  
Right-of-way process  
support  
Partnering workshops  
Community Advisory  
Committee  
Policy-level problem solving

Civic organization/senior  
center outreach  
Chamber of Commerce/City  
Council outreach  
Other:

13. Which outreach methods were more effective than others? Why?

14. Other notes:



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## CONSTRUCTION TRACKING WORKSHEET

**PROJECT MANAGER:**

**PROJECT SPONSOR:**

**PROJECT TEAM MEMBERS:**

**DATE WORKSHEET STARTED:**

**PROJECT FILE LOCATION:**

**GENERAL PROJECT DESCRIPTION:**

1. What project team members participated in the Construction POP Worksheet?
2. How many times during the course of construction did you complete the POP Worksheet? Please include dates and POP score.
3. If you completed the worksheet more than once, and your score changed, why?
4. Did you hire a third-party consultant for public involvement? If Yes, who and what was the contract amount?
5. List any other consultants and/or contractors working on this project.



- 6. What government/elected officials do you believe will have interest in the construction of this project?
  
- 7. What agencies do you believe will have interest in this project?
  
- 8. Are there any other major stakeholders in the project area?
  
- 9. Describe any right of way impacts associated with this project.
  
- 10. Describe specific issues that may cause controversy with this project.
  
- 11. How have stakeholders in the project area reacted to past transportation projects?

12. Select appropriate outreach methods.

→ TYPICAL LEVEL 1 TOOLS

VMS signs

Construction fliers

District projects website posting

News release

Impacted stakeholder contacts

Social media

Other:

→ TYPICAL LEVEL 2 TOOLS

VMS signs

Construction fliers

News release

511 updates

District projects website posting

Stakeholder availability

EMS coordination

Social media updates

511 updates

Other:



→ TYPICAL LEVEL 3 TOOLS

VMS signs  
Construction Fliers  
Fact sheets  
District projects website posting  
Social media updates  
Pre-construction open house  
511 updates

Stakeholder availability  
Media relations  
Pre-construction partnering workshop  
Construction Coordination Team  
Conflict resolution/mediation

EMS coordination  
School district/busing coordination  
Trucking and motor carriers coordination  
Traffic Cameras  
Other:

→ TYPICAL LEVEL 4 TOOLS

VMS signs  
Construction fliers  
Fact sheets  
District projects website posting  
Stakeholder availability  
Media relations  
511 updates  
Pre-construction partnering workshop  
EMS coordination

Construction Coordination Team  
Conflict resolution/mediation  
School district/busing coordination  
Trucking and motor carriers coordination  
Paid advertising  
Agency/municipal leadership updates  
Transit coordination

Neighborhood association outreach  
Social media updates  
Electronic newsletter updates  
Pre-construction open house  
Traffic Cameras  
Other:

→ TYPICAL LEVEL 5 TOOLS

VMS signs  
Construction fliers  
Fact sheets  
District projects website posting  
Stakeholder availability  
Media relations  
Pre-construction partnering workshop  
Construction Coordination Team

511 updates  
Conflict resolution/mediation  
EMS coordination  
School district/busing coordination  
Paid advertising  
Agency/municipal leadership updates  
Transit coordination  
Traffic cameras

Neighborhood association outreach  
Policy-level problem solving  
Social media updates  
Newsletters (electronic and paper)  
Pre-construction open house  
Trucking and motor carriers coordination  
Other:



13. Which outreach methods were more effective than others? Why?

14. Other notes:



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